

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An electronic program guide display control apparatus for displaying a part of an electronic program guide on a display screen and scrolling the display of a display area in response to specification operation on the display screen, the electronic program guide display control apparatus comprising:

a specification position detection unit for detecting a specification position on the display screen; and

a scroll control unit for scrolling the display of the display area based on a positional relation between the specification position detected by the specification position detection unit and a predetermined position on the display ~~screen~~screen.

the scroll control unit changes a scroll amount based on the positional relation when the display is scrolled.

2. (Original) The electronic program guide display control apparatus according to claim 1, wherein the specification position detection unit detects a position on the display screen pressed by a user with the user's finger as the specification position.

3. (Original) The electronic program guide display control apparatus according to claim 2, wherein the scroll control unit scrolls the display of the display area based on the positional relationship between the specification position detected by the specification position detection unit and a center position of the display screen.

4. (Currently Amended) The electronic program guide display control apparatus according to claim 3, wherein the scroll control unit scrolls the display of the display area based on ~~of~~a direction from the center position to the specification position and at least one

of a distance from the center position to the specification position and specification pressure at the specification position.

5. (Original) The electronic program guide display control apparatus according to claim 4, wherein if the specification position detected by the specification position detection unit is an end portion of the display screen, the scroll control unit displays content of an end portion of the electronic program guide positioned in a direction from the center position to the specification position on the display screen.

6. (Original) The electronic program guide display control apparatus according to claim 1, further comprising:

a program-unit regulation unit for regulating a move distance of the scrolling by the scroll control unit in program units.

7. (Original) The electronic program guide display control apparatus according to claim 1, further comprising:

a time-unit regulation unit for regulating a move distance of the scrolling by the scroll control unit in predetermined time units.

8. (Original) The electronic program guide display control apparatus according to claim 1, further comprising:

a broadcast-service-unit regulation unit for regulating a move distance of the scrolling by the scroll control unit in broadcast service units.

9. (Currently Amended) An electronic program guide display control method comprising:

displaying a part of an electronic program guide on a display screen;
detecting a specification position on the display screen; and

scrolling a display area of the electronic program guide based on a positional relationship between the specification position detected and a predetermined position on the display screen.screen,

changing a scroll amount based on the positional relation when the display area is scrolled.

10. (Currently Amended) An electronic program guide display control program for causing a computer to perform a process comprising:

displaying a part of an electronic program guide on a display screen;
detecting a specification position on the display screen; and
scrolling a display area of the electronic program guide based on a positional relationship between the specification position detected and a predetermined position on the display screen.A computer readable medium storing a program that when executed, causes a computer to execute the method as set forth in claim 9.

11. (New) The electronic program guide display control apparatus according to claim 1, wherein the positional relationship includes a distance from the predetermined position to the specification position.